

Station	WPGH-TV PITTSBURGH, PA	Agency	() NATIONAL MEDIA INC	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		815 SLATERS LANE	Sales Office ()	WASHINGTON
Product	NRCC-IE		ALEXANDRIA, VA 22314	Salesperson ()	KATHRYN SARDINSKY
Estimate#	2594	Agency C/P1/P2/E	155/426/2594		
Buyer	BEN ANGLE	Flight Dates	08/17/2012 - 08/23/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 1 FOR SPOT NA AND OFR.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	08/18-08/18	330P-7P	MLB: BOS / NYN	:30	\$300.00	SA	1	1	1	\$300.00
		Station Remark: V2 1X NA 8/18 DT INCREASED RATE FOR PIRATES GAME. OFR 1X MOBBED 8/18 9-10P @ NCIR.								
2	08/17-08/17	8P-11P	NFL PRESEASON: DET / BAL	:30	\$2,500.00	F	2	1	2	\$5,000.00
3	08/17-08/23	10P-1030P	NEWS	:30	\$900.00	F,M-TH	5	1	5	\$4,500.00

---REPORT TOTALS---

Report Totals: 8 / \$9,800.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$9,800.00
Sales Totals: 8 / \$9,800.00
Station Totals: 8 / \$9,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$61,250	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	16%
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Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product NRCC-IE

Estimate# 2594

Buyer BEN ANGLE

Phone#

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Agency () NATIONAL MEDIA INC

815 SLATERS LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2594

Flight Dates 08/17/2012 - 08/23/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

WPMY 0%

WPXI 25%

WTAE 25%

---COMPETITIVE COMMENTS---

WPGH = 199700
WPXI = 300250
WTAE = 297525
KDKA = 408825
TTL = 1206300

Books null
Demos RA35+